



WEST WINDSOR-PLAINSBORO REGIONAL SCHOOL DISTRICT ADMINISTRATION & FACILITIES COMMITTEE

MINUTES
September 19, 2017

7:00 P.M.
Central Office

<u>Committee:</u> Michele Kaish (Chair) Carol Herts Isaac Cheng Tony Fleres	<u>Administration Liaison:</u> Gerard Dalton Dave Aderhold	<u>Guests:</u> George Duthie Phil Russo Andrea Knorr
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- Policy and Regulation for Review:
 - P&R 3126 District Mentoring Plan
Administration made a slight modification to the regulation based on feedback from the last committee meeting. The modification related to how the district reports compliance of the mentoring plan to the New Jersey Department of Education. The Committee also reviewed the current district plan for mentoring.
- Maurice Hawk Expansion
District architect, George Duthie and his associate Phil Russo, presented a conceptual plan of the proposed addition and alterations at Maurice Hawk School.
- Graduation Report for 2017
The Committee reviewed the high school graduation report for 2017. The report is to be presented at the Board meeting on Tuesday, September 26th.
- 2019-20 Calendar
The Committee reviewed the first draft of the proposed calendar and provided feedback for further discussion. The proposed calendar will be presented to the Superintendent's Advisory Council and PTA Presidents for further feedback and consideration by the Administration and Facilities Committee.
- Branding Proposal
Administration discussed the process of interviewing three firms to provide branding and to support the District in communication strategies and increased engagement with the community. Following interviews, Administration determined that the firm of M/Studio to be the best fit for our needs. The Committee discussed the proposal and the majority of the committee recommended moving forward, but to hold off on the portion of the proposal involving video production. That topic might be discussed at a later date if deemed necessary.

Visual Brand Identity - \$9,600
Brand Guidelines Manual - \$3,000
Graphic Design Support

- Poster - \$2,000
- Direct Mail/Brochure - \$3,180

NEXT MEETING: 7:00 p.m. at Central Office – **WEDNESDAY**, October 11, 2017

